



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2015/2016

**FOURTH YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE
OF BACHELOR OF ARTS IN URBAN & REGIONAL PLANNING WITH
INFORMATION TECHNOLOGY**

CITY CAMPUS - WEEKEND

PUR 415: PLANNING FOR TOURISM

Date: 6th December, 2015

Time: 2.00 - 4.00 pm

INSTRUCTIONS:

- Answer question ONE and any other TWO questions.



PUR 415 PLANNING FOR TOURISM

ANSWER QUESTION ONE AND ANY OTHER TWO

QUESTION 1

Explain

- (i) How scholars have arrived at the meaning of the term Tourism.(10
- (ii) The levels of Tourism.(10Marks)
- (iii) Key Security challenges in Tourism (10Marks)

QUESTION 2

Describe the Tourism planning process.(20Marks)

QUESTION 3

Examine factors that prompts people to travel (20Marks)

QUESTION 4

Describe how Tourism affects the lives of people in an area.(20Marks)

QUESTION 5

Explain the components of Tourism Product.(20Marks)

QUESTION 6

Discuss Economic leakages in Tourism and methods Governments employ in an effort to reduce them.(20Marks)